

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXII.

NEW YORK, JULY 18, 1900.

No. 3.

## RUSHING A BEAUTY



THE RICHEST ADVERTISING  
FIELD IN THE COUNTRY.

The first half of 1900 averaged **192,296**  
copies of

The Philadelphia  
**RECORD**  
DAILY.

By far Philadelphia's greatest circulation.

The SUNDAY RECORD has been increased in size to 20 pages. The price will remain two cents. Circulation at present is over 152,000, which, by the way, is larger than any other Philadelphia paper, daily or Sunday. We expect to have the Sunday circulation equal the daily in the Fall. The present rate is 20 cents a line. That will be raised; there was a slight boost several weeks ago.

WRITE FOR RATE CARD.

*"My returns from advertising in 'THE RECORD' in the past have been such that I expect to continue to advertise my place each year in your paper so long as I own the place." W. H. Sale, Proprietor, Capon Springs and Baths, Capon Springs, West Virginia.*

AN ADVERTISEMENT INSERTED IN OUR "SUMMER RESORT" COLUMNS COSTS BUT TEN CENTS A LINE, ON THIRTY-TIME ORDERS.



THE Borough of Brooklyn in Greater New York has a population of 1,300,000. To intelligently reach the eye of 135,000 daily passengers, your card should be in the . .

## Brooklyn 'L'



The size of spaces, 16 by 24 and 16 by 48 inches, gives you a chance to exploit your business intelligently and profitably, and at an expense of less than \$4.00 per day (for a single space) in the 298 cars of this system.

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GEO. KISSAM & CO.,

253 BROADWAY, N. Y.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1883.

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## PHILADELPHIA CORRESPONDENCE.

PHILADELPHIA, July 5, 1900.

The recently-adopted course of two well-known retail concerns here is scarcely a good advertisement for advertising experts as a class. The concerns referred to are A. C. Yates & Co., retail clothiers, and Finley Acker & Co., retail grocers. Both of these firms have spent a good deal of money for professional advertisement writing in the past, and both have now gotten down to doing their own advertising writing. Yates & Co. have been especially generous with advertising experts. For a while the elder Powers did their work, then a Philadelphia advertiser. It is now done by Mr. Reed, the store superintendent. Acker & Co. have employed several experts at various times, among them William Woodhouse, now in charge of the retail advertising department of the *American Grocer*, and Clifton S. Wady, of Boston. All of Acker & Co.'s work is now done by Mr. Fox, who has charge of the delivery department. He does advertising which compares favorably with any the house has ever done.

Among the largest of this summer's advertisers in the Philadelphia dailies have been Fred Fear & Co., of New York, who have exploited a summer drink called "Eiffel Tower Lemonade." This business has been handled by N. W. Ayer & Son, and consisted of daily cards of about 350 lines. This campaign has now been summarily interrupted. The *Grocery World*, of this city, discovered that the so-called "lemonade" was alleged to be made of poisonously-colored acids, and in direct violation of the State pure food law. The Pure Food De-

partment will probably rule that the stuff can be sold only as an artificial preparation, and not as lemonade. For the present the ads have been withdrawn.

An interesting bit of advertising news is that Henry Ferris, a well-known advertisement writer, who has done both Gimbel Brothers' and John Wanamaker's work, has brought suit against John Wanamaker for violation of contract. The details of the case are these: In October, 1897, Mr. Ferris, who was then doing Gimbel Brothers' advertising, was offered a higher salary by John Wanamaker to take charge of his New York advertising, and accepted it on a contract for one year. Mr. Ferris states that his relations with Robert C. Ogden, the managing New York partner, were made so difficult that after about three months' service he was compelled to write Mr. Wanamaker a letter of complaint and protest. As a result of this letter, without any expression of dissatisfaction with his work, his salary was withheld shortly after. The suit is for the balance of the contract, nearly \$4,000 being involved. The case will be tried in Philadelphia.

Another interesting suit is one just brought in the Philadelphia courts against Robert H. Foerderer, the manufacturer of vici kid, by M. M. Gillam, the advertising writer. Mr. George H. Paine, Mr. Gillam's partner, joins with him as plaintiff. Mr. Gillam has handled the vici kid advertising for several months, and the suit is to recover salaries, as well as some disbursements. Between \$5,000 and \$10,000 is involved.

Speaking of Gimbel Brothers' advertising, now managed by Mr. A. A. Christian, that firm has adopted a peculiar and grotesque

type-face for headlines, which seems to be attracting the adverse attention of a good many people. The matter of the advertising, however, is generally conceded to be extremely good.

A rather good illustration of the value of intelligent advertising is seen in the career of the Jennings chain of cafes, the first of which was launched only a few months ago. Since then two others, both on prominent business streets here, and also an Atlantic City restaurant, have been added, and judging from appearances all are prosperous. Mr. Ryerson W. Jennings has won his success by advertising, which he does for himself, in a distinctly exclusive way. Mr. Jennings' present business is very different from his former one—manager of the men's furnishing department at Wanamaker's. A new manufacturing concern has just started here which promises to do considerable advertising in the near future. It is called the Rex Manufacturing Company, and will make baking powder, flavoring extracts, etc., entering the baking powder field particularly in opposition to the baking powder trust. It is doubtful if this business can be accepted by all the Philadelphia papers, as their contracts with the Royal Baking Powder trust—if they are like those which the trust has made in other cities—bind the paper to exclude anything that may reflect upon the trust.

The revived *North American* has done a great deal better, in an advertising way, than anybody had any idea it would do when it changed hands. When the Wanamakers let the fact become known that they were the owners of the paper, everybody in the advertising field said that not only had the paper lost all chance of getting the advertisements of other department stores, but also of getting those of single-line stores, like Thompson's clothing store, which came into direct competition with Wanamaker, and which hated department stores like poison. And yet the *North American* has the advertisements of three other department stores besides Wana-

maker's, and of a large number of single-line retail stores that one would think would be the last to go in. I suppose this is to be laid to the account of Advertising Manager M. F. Hanson, who so long kept up the *Record's* advertising patronage to such enviable figures.

E. J. BUCKLEY.

#### STILL ADVERTISING.

A town five hundred years old, which has attracted the attention of kings, queens, statesmen and millionaires, which draws tens of thousands of visitors annually, and which sends its products to all parts of the world—such a town, one would say, needs no more advertising than it receives in the regular course of business.

It is Carlsbad, the city of the famous springs, to which we refer. The *Times* has received news letters from a Carlsbad journalist, who has been appointed official reporter, to send correspondence to newspapers in all lands, to make the place better known. Better known, indeed! It was five hundred years ago, so we read, that the attention of Emperor Charles IV. was drawn to the Carlsbad springs, and the attention of the world has been drawn in that direction more or less ever since. In 1899 there were 108,000 tourists in the town, and in addition to them there were 50,543 other visitors who stayed long enough to be registered as regular bathers. A hundred and fifty-eight thousand visitors in a year, and still the place needs advertising! What a lesson is that to certain lethargic, indifferent towns in California!—Oakland (Cal.) *Times*.

ADVERTISE your goods so thoroughly that every retailer will be obliged to sell them.



**COX'S**  
**Gelatine**

Is distinguished by a "Checkered" Wrapper

**Any Child**

desiring to make a mold of jelly for some sick friend may obtain a package of **COX'S** Gelatine and recipes by Oscar, of the Waldorf-Astoria, without charge, by addressing

J. & G. COX, Ltd., 105-107 Hudson St., N.Y.

A DAINTY EFFECT.

## GREAT IN ITS DAYS.

The good old days when traveling companies would swoop down upon the unsuspecting villagers, bill the town for a great theatrical performance in connection with the sale of Wizard Oil, Kickapoo Indian Sagwa, and other equally valuable remedies, appear to be gone. Gone are the times when the merits of pain killer would be interspersed with negro impersonations, the meritorious composition of a brand of worm tablets sandwiched in between the antics of German and Irish comedians, and the lecture of "Doctor" So-and-so upon the remedies he sold was listened to in rapturous attention by the awestruck auditors.

Any person who has lived in a small village—even in fairly large cities up to the last three or four years—can remember how the patent medicine flew right and left when the learned doctor began a discourse upon his cure-alls. People who never had a sick day began to discover that they were suddenly afflicted with all the symptoms of the disease he was painting in vivid colors. Men who could not pay their grocery bills would spend five dollars for medicine which would be around the house for years afterwards. An admission fee was charged for the purpose of hearing the Dutch, the Irish, the negro comedians, the little soubrette and the learned doctor all around.

That way of selling medicine was effective. The advertising it gave the company was lasting—where a show is seen but two or three times a year. Its days are passing, but in its time it was a great success.—*Advisor*.

## REMNAINT DAY.

Some years ago Hearn, of Fourteenth street, New York, inaugurated Remnant-Day, and now throughout the entire United States department stores have adopted the idea, and Friday is generally known as Remnant-Day. It would be difficult to estimate the cost of making a day, so to speak; however, some idea may be had from the fact that it costs one large New York concern alone \$35,000 per annum for keeping Remnant-Day alone before the people. It took ten years of persistent advertising and merchandising to feature Friday as Remnant-Day.—*Richmond (Va.) Dispatch*.

The bona fide circulation of

## The Indianapolis Press

for the month of June, daily average, was

**29,208**

The daily average from six months to June 30 was 29,951.

No premium or inducement of any sort has been made to subscribers, other than the merit of the paper.

The PRESS takes especial pride in setting out the above circulation figures for June. Most newspapers hasten to publish the high-water mark reached in circulation. The advertiser is far more interested in the low-water mark or the long average. The above record for June shows a slight falling off, but in reality a substantial growth is manifest when allowance is made for the fact that at this season newspapers are read less than at any other. This is due to the occupation of farmers and the exodus from the towns and villages of multitudes who go to the country for work. Many people have not time to read, and drop their papers until leisure time returns. The PRESS has now passed its first half year. The dropping away of those who are not able to afford a daily newspaper, and others who are habitually "poor pay," together with those who took it from curiosity, has now been more than replaced by other subscribers, and evidences are manifest on every hand of continued gratifying growth. The most sanguine expectations of the proprietors have been greatly exceeded, and the annals of journalism in America—the home of newspaper wonders—furnishes no precedent of equal success in the founding of a newspaper. That it should hold such a large support is evidence of the appreciation of the quality and enterprise of the paper.

## SOME EXCHANGE PROPOSITIONS.

*Newspaperdom* of recent date catalogues a few exchange propositions now being made to newspaper publishers. They possess a certain interest:

Under a pretty lithographed heading, the Wheelmen's Company, Indianapolis, Ind., offer publishers an opportunity to embark in the bicycle business. An advertisement occupying one and one-half inches can be run "as a filler" whenever there is "space to spare," the Wheelmen's Company promising to pay the publisher \$1 for every \$15 wheel and \$1.50 for every \$17.50 wheel sold through the medium of his paper. Careful record of all replies is to be kept by the Wheelmen's Company, and checks mailed monthly to publishers for sales credited to them.

Dr. William R. Brown, 43 Province street, Boston, addresses publishers from his "Soap Department." Dr. Brown bases his proposition on the belief that "everybody uses soap" (wherein he is in error); hence "everybody" needs soap. Dr. Brown therefore offers a two years' supply of toilet soap in exchange for the insertion of a four-inch advertisement of the White Ribbon Remedy, an alleged cure for the drink habit. Dr. Brown offers from 60 to 120 cakes of soap, a supply sufficiently liberal to insure cleanliness in any family of normal size.

The New England passenger agent of a Western railroad has been sending circular letters to postmasters in the East, requesting their co-operation in the distribution of a book, "Colorado, the Magnificent." The unique part of the request is contained in a paragraph asking the postmaster to attach his name to several slips accompanying the letter, and requesting that they send them to the leading local papers for free insertion, "as a matter of local news."

William G. Snow, who styles himself an advertising agent, and who hails from Meriden, is abroad with an offer to supply publishers with "finely decorated china, glass and pottery ware," in exchange for 150 inches of space, to be used in a year. Mr. Snow, who, if we mistake not, is an employee of

the Meriden Britannia Co., members of the silver trust, considerably permits the publisher to make his own figures, only stipulating yearly rate.

R. E. Blackburn, president of the California Consolidated Petroleum Co., of Los Angeles, who asserts that he has been conducting a country paper for twelve years, offers stock in his company in exchange for a double-column advertisement for two months, paying the publisher's full rates in stock at 50 cents per share, par value, \$10.

The Franklin-Jackson Co., of Manchester, N. H., offer a book of 400 pages, an alleged history of a small section of New Hampshire, originally known as Nutfield, for \$25 worth of space at the lowest rates charged by the paper accepting the offer. Publishers are urged to hurry up their acceptances, as "only a few hundred copies to dispose of for advertising space" are left. Of course every publisher must have the history! How on earth could an Ohio publisher, for instance, get out his paper without "Willey's Book of Nutfield"?

### HE KNEW.

Employer—I have noticed, Mr. Johnson, that you, of all the clerks, seem to put your whole life and soul into your work; that no detail is too small to escape your critical attention; no hours too long to cause you to repine. Clerk (joyfully)—Yes, sir! Employer—And so, Mr. Johnson, I am forced to discharge you at once. It is such chaps as you that go out and start rival establishments after they have got the whole thing down pat.—*Judge.*

### BATTEN ON BOOKS.

Elbert Hubbard says that a book cannot be boomed by advertising. We know better. Enormous sales are created by advertising. People can be and are influenced into buying books by the very force of the advertising—books that they would never otherwise have thought of purchasing—books in many instances that they will never read; but it is better to have a book that has "go" in it.—*George Batten.*

### THE GREAT DESIDERATUM.

Lack of confidence in one's self is the cause of most of the failures to make advertising pay.—*White's Sayings.*

## AT THIS OFFICE

10 Spruce Street, New York, the GEO. P. ROWELL ADVERTISING AGENCY keeps on file the leading daily and weekly papers and monthly magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

# DISPLAYING ITEMS AND PRICES.

Here is a subject that should be seriously studied by every retailer. Small things count in advertising as well as in everything else, and although this is apparently a small point in a big subject, yet it is a point that assumes enormous proportions when you come to figure up its results in a year.

Lying on my desk are perhaps a score of clipped paragraphs relating to items and prices. They represent various styles of set-ups, and occasionally, in the course of this article, I will lay aside my pen for the mucilage brush and paste the said paragraphs on my copy to illustrate this talk. First comes an old friend—one of those styles of set-ups which flourished in 1871, and which is still found in evidence with some advertisers in the year of our Lord 1899.

25 Pieces of Extra Heavy 2  
ply Ingrains, in lengths  
of 15 yards each,

**\$3.50.**

100 Pieces of Extra 5-Frame  
Body Brussels, in lengths  
of 20 and 25 yards, at

**\$12.00.**

This type arrangement is antiquated and it wastes a lot of very valuable space. It, however, has the saving merit of bringing out the price in a conspicuous manner, although the name of the article is not so conspicuous. The name, however, is plain enough to be easily read.

The second specimen shows another old acquaintance to which the same criticism could be applied, with the added suggestion that a heavier-faced type, such as Howland, DeVinnie or Gothic, could be used for the price.

At 10c.—Lemonade Straws, per  
bundle, best imported  
quality; regularly 19c.

At 19c.—Beautiful American  
Crystal Glass Cut-  
Flower Holders, 12  
inches high; regu-  
larly 29c. each.

With many price is first consideration, and the housewife running an economical eye down the price list of crockery values would

have no special comment to make on the above set-up, excepting making a possible grimace at the small type of the item.

Here is an example of the Wana-maker idea of set-up. It gives first consideration to a display of the article advertised. The price in this instance is found in the body of the "talk," set in the usual type.

**Millinery** Pretty little velvet Hats,  
with ribbon, wings,  
birds or ornaments, at \$5. Philadel-  
phia hasn't had such a  
treat in  
millinery! We've artistic workers  
and they're busy as bees.

This makes a very neat arrangement, and to my mind is very satisfactory in such advertising as this house puts forth. In certain sections of this country, where money is a rarer article than it is in Philadelphia and New York, it would be a very important point to display the price better.

Now we have another style. Again the price is given foremost consideration in the display—the name of the article is lost.

He is giving us some cool, crisp air.  
Let us prepare for these sudden  
changes. Our me-  
dium weight cassi-  
mere Suits and  
Tweeds are just the  
correct weight for the  
present. They are all  
stylishly made, eleg-  
antly trimmed, per-  
fect in fit. Pretty  
nearly every size, too.  
Come in.

**SPECIAL  
PRICES:**  
**\$6.25**  
**\$7.50**  
And  
**\$9.00**  
Any Suit  
worth double.

The above is a very fair style of set-up. Very little space is lost in the arrangement, although a further perusal of this article will show an improvement.

Here is a very handsome specimen clipped from a Chicago paper:

Superb \$5 and \$6 shoes—  
dressy and durable—con-  
structed on correct principles  
—new drawn-out, shapely  
toes—genteel effects—new  
browns or black—very finest  
imported uppers—perfect  
shoemaking—only here and  
only Saturday. **3.75**

Faultless \$4 and \$5 shoes—  
the most fashionable foot-  
wear—finest chrome and  
Parisian kid—lace or but-  
ton—newest toes and tips—  
exquisite effects—Saturday. **2.95**

It has the merits of a handsome set-up. The article advertised,

however, is not displayed—probably the advertising man thought the symmetry would be affected if he displayed the shoe names.

The architect of the following attempt evidently scratched his head for a typographical arrangement before it was brought forth.

Here is a bargain  
such as you seldom see.  
even at **25c** the great  
"Plymouth." Sixty dozen fancy colored  
percale blouses, made in the  
Fauntleroy style, with large collar,  
turn back cuffs, all with a deep  
ruffle. Forty different patterns to  
choose from. These goods are worth  
50c to any one at any season of  
the year. For this two days' sale  
they will be sold for only

**25c**

The reader can make his own comment upon the above arrangement. As there is a large jump in the first sentence, and it is likely to bewilder the reader, it violates one of the first principles of advertising—viz., clearness.

The following is a neat style of set-up:

### Chiffonnières

Thoroughly well made to our  
special order, of solid  
Oak, highly polished **6.00**

Both the name of the article and price are well displayed. If the price were in the same type as is the name, the result would be more harmonious and the rule could be well eliminated. Yet a page or half page of items all set up in this style under a suitable general head would make a very effective typographical showing.

This is a pleasing example:

Spring Business Suit  
of Cheviot, in fancy  
mixtures or plaids, at } **\$7.50**

Have you seen those  
Bicycle Breeches we  
sell at } **\$1.50**

The two small black rules with the prices help an effect. The appearance is neat and clean, and clothiers could apply it to their advertising with advantage.

This style is also very commendable. The items and prices are well

displayed. The em indention in the "talk" helps the display line

## Men's Serge Coats

In black or blue, skeleton  
lined, sewed with silk through-  
out, strap or plain seams,  
suitable for street or office  
wear. The equal  
of any shown at **\$3.25**  
\$5.00; our price

stand out. Yet it is possible to study economy even on such an excellent example. Follow this article and I will tell you how. Here is the "how" right here:

## Men's Serge Coats

In black or blue,  
skeleton lined,  
sewed with silk throughout, strap  
or plain seams, suitable for street  
or office wear. The  
equal of any shown at **\$3.25**  
\$5.00; our price

If you study the above example you will find no waste whatever of valuable newspaper space. The item and the price stick out in display type—the body of the ad is easily read and the appearance of the whole is satisfactory.

Still another example and I will come to a close:

## Serge.....

Suits of several shades  
of Clay Worsted  
Material, stylish and  
cool as any well-  
to-do person would  
ask for and selling  
at a price that will  
enable the most eco-  
nomical buyer to  
select from.

**10.00**

Quite a bit of space wasted here, eh? and the display a little bit eccentric? Yet it is an eye-catcher, and the man who arranged it very likely treated himself to an extra cigar after he contemplated it.

For general retail advertising I consider the next to the last specimen the best type arrangement for items and price. It displays what is necessary to be displayed and does not waste space.

Occasionally, for the sake of variety, it would be well to try a



different set-up, but before you do anything you should study economy in space and effectiveness in display. If you hit upon a good economical typographical arrangement for your items, stick to it.—*J. Angus MacDonald, in Fame.*

#### THE COUNTRY MERCHANT.

For the merchant in a country town or small city there is no better medium than the local paper. It seems strange that there should be any necessity for reiterating a statement, the good sense of which must be apparent to every thinking merchant. The fact is, however, that many merchants have to be dragged into the local press, many of them preferring to spend thousands of dollars in outside schemes, which if the truth be known, rarely return their original cost in the way of extra trade. A six-inch double column advertisement placed conspicuously in the local paper every week or every day, as the case may be, will show more returns on the investment than any equal amount spent in any other way. The next best thing to the local paper is such original advertising as may emanate from the store direct. We have great faith in the attractive folder mailed direct to the household. The sealed letter is sure to be opened and the material which it contains will receive at least passing examination. This is more than can be said for the handbill or

small dodger, which in most cases are absolutely worthless. When it comes to itinerant publications, gotten up in the interests of various local organizations, foisted upon the long-suffering merchant in the form of pure advertising, we have only one opinion. To take space in such publications is charity pure and simple, and should be charged up to the profit and loss account without any expectation of return. It is just the same as though these parties came with a subscription paper and asked you to show your interest by a voluntary contribution.—*The Buyer.*

#### ALL HIS OWN.

"My advertisements," said the man who keeps the corner store, and uses three inches, single column, every other day in one paper, "have one distinct feature about them that you don't find in another advertisement in the paper."

"Yes," replied the longing solicitor, "and what is that?"

"Why, my signature, of course," answered the mean man, and he went in the back room and gave the boy a real dime to go out and buy a real brush to paint signs with.—*White's Sayings.*

#### WORTH REMEMBERING.

Conditions change. Papers and methods that have brought success at one time may bring failure at another: consequently an advertiser's past experience is only valuable when adapted to fit changed conditions.—*Mail Order Journal.*



THE ELECTRIC LIGHT DISPLAY ADVERTISING OF THE COLUMBIA PHONOGRAPH COMPANY, AT BROADWAY AND TWENTY-SEVENTH STREET, NEW YORK, BUT INADEQUATELY PICTURED HERE, CERTAINLY MAKES THE ESTABLISHMENT OF THAT CONCERN PROMINENT IN THE EYES OF ALL BEHOLDERS.

### ABBEEY SALT.

No proprietary concern, of recent years, has achieved the remarkable success which has attended the introduction on the American market of Abbey's Effervescent Salt. In a very short space of time Abbey's Salt has attained a standing with the medical profession and laity which has taken other concerns a score or more years to accomplish, and it has been remarked by leading firms in the wholesale drug trade that this English preparation is now as staple in drug stores throughout the country as quinine and other fundamental drugs, without which a drug store would be incomplete.

The Abbey Effervescent Salt Company do not confine their advertising to any one medium, but quickly seize every special opportunity which presents itself for calling the attention of the people to their article, and adopt the most unique methods of so doing.

An instance of their dash and enterprise was displayed during the Dewey demonstration last fall. The millions of people who witnessed that demonstration were reminded of the "Salt" of Salts in so forcible a manner that they will remember that article for a long time to come. During the naval parade the company had a large tugboat, plastered all over with lithographed posters, which ran up and down the river, and from which samples of "the Salt" were thrown to the passengers on the excursion boats, as they steamed within reach of it. As the tug approached the Olympia the Admiral's attention was attracted, and he waved his hand in affable recognition.

During the land parade New York City was thoroughly billed with various kinds of posters, on most of which were printed an excellent portrait of Dewey, all bearing the legend, "The Salt of Salts, Abbey's Effervescent Salt." Following the procession were six wagons twenty feet long, and one forty feet in length, all carrying mounted posters.

Among other methods adopted

to impress upon the four millions of people present the virtues of Abbey's Salt was a body of men dressed as Olympia sailors, carrying appropriate advertising banners. These men formed part of the land parade. During the recent Dewey demonstration in Chicago the company repeated their New York work to a large degree.

In addition to these special efforts, and in view of the tremendous 24, 16 and 8-sheet billings done since then, we are safe in saying that a large proportion—at least one quarter—of their general appropriation has been spent for outdoor work, and it is stated by good authority that this general appropriation for the first year will exceed \$400,000.

As an instance of the value Mr. Britton places on the effectiveness of posters: as soon as their general newspaper advertising had commenced to do its work effectively, the time being considered exceptionally propitious for a national posting service, he placed an order with one of the leading lithographers for a large quantity of 24-sheet posters in five colors, with the distinct proviso that the order should be completed in eight days from the day it was given. As there was a forfeit of \$500, payable by the lithograph company, for every day's delay in excess of the eight days, it is needless to say the posters were finished on time.

In a recent interview Mr. Britton stated that he believed the success of his company in introducing their preparation is due, in a great measure, to the posting and outdoor display work they have done. He also said that his experience of a dozen years or more in the advertising business has convinced him of the great value of posters and bulletin work in opening up a new territory, and also as an adjunct to other advertising when the trade in any locality has become established. It is needless to say that the outdoor work of the Abbey Company will be of increasing magnitude as the years go by.—*The Billposter*.

◆◆◆  
Which weekly gives advertisers best service for the money?

## NOTES.

W. P. HOLLIDAY, a manufacturer of fancy boxes at Detroit, Mich., offers prizes aggregating \$85 for designs for candy boxes to hold one pound, contest to close September 1st.

THIS pleasantly alliterative placard is painted on a boarding in Main street, Poughkeepsie: "Housman and Beatty, the Printers. Pleasing. Painstaking Printing Produced Promptly at Popular Prices."

THERE is a rumor current that the men who hawk ad boards through the streets for \$1 a day and are familiarly known as sandwich men, contemplate the formation of a union to prevent overcrowding and a cut in wages.—*Brooklyn (N. Y.) Standard Union.*

THE city of Brussels began some years ago to see that signs and billboards were made artistic. The Belgic Society for Public Art there gives prizes for those that are first from an artistic standpoint. By this action sculptors and painters of note help to make the city beautiful.

PROBABLY the smallest journal in the world is *El Telegrafo*, Guadalajara, in Mexico. It appears every Sunday, and is published in eight columns, fourteen and a half inches long and one and a half inches wide, on thick Manila paper. Its staff includes an editor and director, an administrator or business manager, the printer, and last, but not least, the capitalist or owner.—*Fourth Estate.*

THE following posted advertisement of the sale of a wife by a man who bought her for "a stone two-gallon jar of Plymouth gin" is copied from an English record of nearly seventy-five years ago: NOTICE.—This here be to hinform the publick as how G—C—be disposed to sell his wife by Auction. Her be a dacent, clanelly woman, and be of age twenty-five ears. The sale be to take place in the — Inn, Thursday next, at seven o'clock.

AN injunction has been issued by Judge Seaman, of Boston, in favor of the Apollinaris Company, Limited, restraining the American Mineral Water Company, Limited, of Waukesha, from putting up, advertising or selling a mineral water under the name of "Almanaris," with labels so like those of "Apollinaris" in color and arrangement as would tend to deceive the public. The injunction is to continue until further orders from the court, awaiting the outcome of a suit now pending.

THE plan of Hon. Irving M. Scott, the builder of the Oregon, in buying an entire page of a Philadelphia paper for a write-up of his fitness for the office of Vice-President, may not be exactly in accordance with accepted ideas; yet Mr. Scott in this act showed that he knows something of business methods. Public men get much free notice, and they thrive upon publicity; yet there be a few who, like Mr. Scott, think that if publicity has a price in trade, it should also in the individual

who hopes to advance his ambitions through it.—*Newspaper Maker.*

WILMOT I. GOODSPEED, the well-known advertising man and political economist, gave his second annual patriotic celebration in Humboldt Park, Chicago, July 4th. The guest of honor was Maj.-Gen. Joseph Wheeler ("Fighting Joe"), in the securing of whom Mr. Goodspeed beat out, among others, the committee from the Canton, O., celebration, which was held in honor of President McKinley. The programme included addresses by Hon. Merritt Star, Prof. Edwin Erle Sparks, of Washington, Judge Joel M. Longenecker and Gen. Wheeler. Mr. Goodspeed presided.—*Commercial Union*, July 5.

A CORRESPONDENT writes: The Arbuckle coffee warehouses and roasters are located near the Brooklyn Bridge. Most every day a favorable wind carries the aroma from the roasters to the nostrils of the hundred thousand or so bridge passengers. They sniff the air and wonder where that appetizing smell comes from. The Arbuckle people lose a golden opportunity in not taking all the space that they can get near the bridge on the Brooklyn side with signs something like this: "The delicious smell of roasted coffee comes from the Arbuckle roasters, the best coffee on the market. For sale by all grocers."

## THE READER'S UNCONSCIOUS QUESTION.

The question that any reader asks quite unconsciously to himself, as he reads an advertisement, is, "Why should I buy Jones' articles in preference to Brown's?" and it is for the advertiser to supply a satisfactory answer.—*Stationery Trades Journal.*

**Welch's GRAPE JUICE**

All the goodness that 80  
 tons pressure can extract from  
 choicest Concord Grapes—the valueless  
 parts eliminated. It's just Grape Juice.  
 Welch's Grape Juice is "fruit nutrition in fluid  
 form"—a delicious drink, but more  
 than a mere drink—it's a tonic food  
 for the "run-down system"  
 a healthful invigorating  
 beverage for sick  
 and well.

IF YOUR  
 DEALER  
 WILL NOT  
 SUPPLY YOU  
 SEND US \$3.00  
 FOR 12 FULL PINTS  
 (CANDY SHIPPED IN  
 PRESS, PAYING ADV.  
 WEIGHT IN U.S. GALLONS  
 OF GRAPE)

A SAMPLE  
 3 OZ BOTTLE  
 BY MAIL FOR  
 10

The Welch Grape Juice Co., Westfield, N. Y.

WORTH LOOKING AT,

## BATES AND BROWN.

DENVER, Col., July 5, 1900.

*Editor of PRINTERS' INK:*

In *PRINTERS' INK* of June 27th appears a criticism of Charles Austin Bates' advertising methods, written by Seth Brown, of Cleveland, O. Mr. Brown has been fortunate in getting into type his jealousy of Mr. Bates' success. There are many advertising men who envy Bates, and not having the ability to emulate say and write most unreasonable things about him. Facts prove that Bates is the best advertised advertising man in this country, and facts also prove that he has and does pay for much of his advertising. Facts also show that he has rendered exceptionally successful service to many large firms. He began at the lower round in the ladder of advertising success, and it's an indisputed fact among fair-minded advertising men that to-day he stands well up to the top. Numerous fanatics have written rot about the expert in advertising and have hauled Bates over the gridiron of criticism. The man who says there are no experts on advertising has but limited knowledge of the advertising business himself. There are experts in this business as in any other, and those who are worthy of this distinction are making money for the firms whose advertising they handle. They are also making money for themselves. \* \* \* Very truly yours,

G. W. BULL.

CLEVELAND, July 6, 1900.

*Editor of PRINTERS' INK:*

I am in receipt of a letter from Mr. Charles Austin Bates in which he calls attention to my article in *PRINTERS' INK* of June 27th, with reference to him, and says that I have evidently a desire to injure him, and that unless I either retract and apologize I must stand a suit for libel. He says I accused him of dealing dishonestly with his clients for his own benefit. I did not intend to accuse him of being dishonest, and hereby apologize and retract every part of my statement referred to above that can by any stretch of imagination be considered in that light.

SETH BROWN.

## REACHING DESIGNERS.

LEIPSI, Ohio, July 5, 1900.

*Editor of PRINTERS' INK:*

Will you please give us the names of three or four of the papers read most widely by designers? We intend to get up a new design or drawing for our memorial cards, and will offer a prize for the best one submitted. We know that *PRINTERS' INK* is good, but will you please give us the names of two or three others? Thanking you for the favor, we are yours truly,

H. F. WENDELL &amp; Co.

Among art journals you may find the *Art Amateur* and the *Art Interchange*, both of New York, available; among advertising journals *PRINTERS' INK*, New York; *Profitable Advertising*, Boston, and *Advertising Experience*, Chicago, are suggested. — [EDITOR *PRINTERS' INK*.

## A MILLINER'S METHODS.

DAVENPORT, Ia., July 9, 1900.

*Editor of PRINTERS' INK:*

There is a millinery store in this city that does a good business right through the dull seasons and never cuts a price or gives a clearing sale to get rid of surplus stock. In a recent conversation Mr. P. L. Ottesen, the proprietor, said: "I aim to get my prices right at the start, and then if certain trimmed hats don't sell I conclude it is the fault of the style, etc., and make them over into something that will sell, rather than allow my customers to know that there is dead wood in my stock. I change my display every day, both in the show windows and on the counters, and in this way my store presents a different appearance every day, and I am showing new hats. After a hat has been in the front of the store a reasonable length of time and doesn't seem to be popular, I put it out of sight entirely, and pretty soon it comes out again retrimmed, etc., so that no one would recognize it as having been displayed before. If it cannot be made over the trimmings are saved and the frame burned. I aim to lead in producing new styles and my main point is new hats. In my ads I always talk about new hats and try to impress the people that they will always find something new here. If I would advertise hats at a big discount my customers would know that they were old hats that I wanted to get rid of." When questioned further Mr. Ottesen said that, although this was the month of July and business was supposed to be dull in millinery, he had not found it necessary to discharge any of his clerks, but with his system managed to keep his help throughout the entire year.

U. H. HOSTERMAN,  
Advertising Manager of the Times.

## THE UNEEDA SEAL.

BOSTON, Mass., July 5, 1900.

*Editor of PRINTERS' INK:*

It is not generally known that the widely advertised trade-mark of the Uneeda people's water-tight package is not original with them. In fact they are in a measure guilty of plagiarism, although their adaptation of it is clever. This mark, or seal, is used by the Liverpool Board of Trade, and three of these marks are painted on every British ship sailing out of that port. They mark the depth of water the vessel must draw when loaded, and she must not be loaded so that these marks are out of sight under water, else the master is liable to a fine and to have the vessel brought back to port by a revenue cutter. One represents the harbor load line, one the mid-ocean and the third the trans-ocean loading mark. All vessels bearing these marks have this for proof that they are subject to inspection by the Liverpool Board of Trade. The Uneeda people cleverly seized upon the idea conveyed by this mark for the trade-mark of their water-tight package. F. N. H.

It is said that blood will tell, but it never tells half as much as the advertisements of blood purifiers.

A CHURCH CARD.

MINNEAPOLIS, Minn., July 5, 1900.

Editor of PRINTERS' INK:

We inclose a card used by Plymouth church of this city and left with personally addressed invitations at the hotels here. On the reverse you will notice a small map of the business portion of the city, giving the location of the hotels, railroad stations and the church in question. Yours very truly,

ROBERT L. POLLOCK.

ROUSING WELCOME TO VETER-  
ANS.

A convention of the Grand Army of the Republic, in Superior, Wis., was the occasion for this flight of fancy by the manager of the Columbia clothing store:

Glorious memories of a glorious time arise before the battle-scarred old warrior when he stands in the midst of the thousands of his comrades. The city that welcomes you to-day did not witness your struggles. Her institutions, her mercantile establishments and the men who manage them were born since that time—but her impulsive young heart beats on the double quick when she sees the gray-haired veterans march to the inspiring military tunes.

A thousand glad welcomes to you, who saved the Republic forty years ago, and to you, young soldiers, who but recently returned from a triumphant campaign to the Isles of the West Indies, where you drove the Spanish tyrant from his last strongholds on American soil. You came, you saw and you conquered, and you shall do the same when you peacefully invade this new and growing city on the shores of old Lake Superior. We are yours. All hail to you!

Rendezvous at the Columbia, the great Clothing Emporium of this city. Come in and make yourselves at home. Any information you may want, ask for it, we are at your service. If you wish to write a letter—write it here. Come in and rest when you are tired. Meet your friends here—it's a convenient corner—Tower avenue and Winter street. Do just as though the store was yours. Again—welcome!

AGENT OF BOTH SIDES.

I know an advertising agent, and you all know him, too, and you would all say with me that he is perfectly square and honest. And yet he told me, about the first of January, and with considerable satisfaction, that since Munsey had said that advertising agents were bribe-takers, and had discontinued his commissions, he had kept just \$4,000 out of *Munsey's Magazine*. He had kept the advertising out of *Munsey's Magazine*, not because it was to his client's interest to leave it out, but simply because of his own personal feeling, and because there was not commission in it.

I contend that he was not giving his clients a square deal.

What Munsey said had nothing to do with the quality of Munsey's circulation. The fact that Munsey pays 10 per cent commission, or no com-

mission at all, does not affect the value of his magazine to the advertiser. Abolishing the 10 per cent commission was practically an increase of 10 per cent in rates, and that was not enough to make the price prohibitive. If the space would pay an advertiser at \$360 a page, it would be pretty likely to pay at \$400. Advertising is not done on as close a margin as that. The chances are that a large portion of that \$4,000 worth of advertising really belonged in *Munsey's Magazine*, and would have gone there if the agent had been really, earnestly, honestly seeking to give his clients the best service. That shows the difficulty of trying to be the agent of both sides. It simply can't be done.

—Bates.

THEN AND NOW.

Not many years ago a good weekly was considered cheap to a mail order advertiser at a cent a line per thousand—now it is a difficult matter to find one profitable at one-half the figure. The same rule applies to mail order monthlies, the rates for which to be profitable are shaved down to one-fourth of a cent per line and indications point to lower rates than these. The enormous increase in this class of publications has led to a keen competition for business, and as the system of renting letters has become universally resorted to by publishers in order to inflate their circulation record upon which to base a claim for higher rates, it has led to the duplication of advertisements reaching the same readers in half a dozen mediums, which not only detract from the value of the medium but in many cases the advertiser's money is injudiciously expended. An intimate knowledge of the publishers who rent letters that have already been sample copied to death is essentially necessary to save an advertiser's money.—*Advertisers' Guide*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST. Charleston, S. C.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—Uncancelled Canadian stamps and printed post cards. JOHNSTON & McFARLANE, 25-27 Park Row Bldg., New York.

WANTED—Good newspaper cuts for grocery and meat ads. Will buy one or 100. Send proofs to C. JOHNSTONE, Drawer 1, Hartford, Ct.

WANTED—Young man, well educated, moderate experience, desires position with some publication. Reporting or office work. Address "M." care Printers' Ink.

A RARE opportunity for a live, active newspaper man, capable of handling the details of an established publication doing a large and profitable business and about to increase its facilities. Address "RARE OPPORTUNITY," care Printers' Ink.

WANTED—A business manager and financier, with \$25,000, to buy an interest in one of the oldest, best established and best paying monthly publications in the United States. A chance of a lifetime. Address "CHANCE OF LIFETIME," care Printers' Ink.

**WANTED**—To sell at low figure a growing farm paper property worth double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

**WANTED**—An experienced subscription man to manage circulation and book sales department of a company publishing three technical journals. Must be good correspondent, able to handle agents and to plan and execute business getting schemes. Address, stating age, experience and salary required, HUGH M. WILSON, 1660 Monadnock Block, Chicago.

#### MAILING MACHINES.

**THE BEST**, a label, '99 pat., is only \$12. R. V. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**SUPERIOR** engravings: promptness; lowest prices. ART ENGRAVING CO., Washington, D. C.

#### POSTAL CARDS BOUGHT.

**UNCANCELLED** printed or addressed postal cards and stamps bought for cash. BUREAU MANUFACTURING CO., 614 Park Row Bldg., N. Y.

#### SUPPLIES.

**THIS** paper is printed with ink manufactured by the W. B. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

#### LETTER BROKERS.

**LETTERS**, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of? **THE MEN OF LETTERS ASS'N**, 595 Broadway, N. Y.

#### STEREOTYPE OUTFITS.

**STEREOTYPE** outfits \$17 up. Hot and Cold processes included; make your own cuts in white on black and Granotype, no etching. Send stamp. H. KAHN, 249 East 33d St., New York.

#### PREMIUMS.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. S. F. MYERS CO., 45-50-52 Maiden Lane, N. Y.

**PREMIUMS**—If you are using or going to use guitars, mandolins, banjos, violins or any troops of a musical nature, send for our catalogue and prices. We can give you some valuable suggestions and save you money. A. O. & E. C. HOWE, Manufacturers and Jobbers, 904 Bay State Bldg., Chicago, Ill.

#### ADVERTISING NOVELTIES.

**A D-PAPER** WALLETS. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

**TRICYCLE** wagons for merchants, \$40; lettered to suit. ROADSTER SHOES, Camden, N. J.

**HIGH GRADE** advertising caps and liveries for employees of business houses. Send for our free illustrated booklet. THE PETTIBONE BROS. MFG. CO., Cincinnati, Ohio.

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

#### NEWSPAPER BARGAINS.

**ONE** of the greatest opportunities in New England States—a weekly and job plant—practical monopoly—profit \$2,500 a year. Must be sold quick. \$3,000, or more, cash required. The first newspaper man who sees the property and appreciates business situations will own it.

**Dailies and weeklies** in 34 states. Send for my special list. Any reliable properties for sale, "David" knows about them. What do you want?

**Wanted**—by clients—reliable daily and weekly properties in the East and West.  
C. E. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

#### NEWSPAPER INFORMATION.

**FOR** latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued June 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

#### BOOKS.

**A POSTAL CARD** will get our wine cookery book and price list. If you like good things to eat and drink send for it. C. F. SVEZEY, with Brotherhood Wine Co., New York City.

**HOW** to make a fortune in doing business through the mails. A new, large, common sense manual entitled "Secrets of the Mail-Order Trade." Worth many times its weight in gold to any advertiser who seeks trade by post. Price \$1. SAWYER PUB. CO., Temple Court, N. Y.

**LAST** week I offered  
"STORE RULES"  
"FROM CREDIT TO CASH"  
at 50 cents each.  
I did not sell many.  
I have decided to give them away.  
Send 10 cents to cover postage  
and office boy's time in filling  
order. It will bring you either  
books or  
**CHARLES AUSTIN BATES**,  
Vanderbilt Building, New York.

#### ADDRESSES.

**3,200** NEW canvassing agents, all over U. S., this month only \$1 per M. lot for \$3. Never used. A fine lot. S. M. BOWLES, Woodford, Vermont.

**CREATE** business without expensive newspaper advertising. Use Carter's Classified addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42d ST., N. Y.

#### FOR SALE.

**STONEMETZ** perfecting press and stereotyping machinery, 8,000 per hour, four or eight pp, cheap; \$800. ENTERPRISE, Brockton, Mass.

**FOR SALE**—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. E. E. ADAMS, Lebanon, Tenn.

**RARE** opportunity—Cranston drum cylinder book and news press. Size of bed 34x54. In excellent condition. Must be sold at once to make room for web press. Price ridiculously low. Address DAILY NEWS, Newburyport, Mass.

**NOW** for sale: One cylinder press, job press, proof press, paper cutter, wood and metal type, office furniture and fixtures, such tools and implements as are incidental to printing offices. For full particulars inquire of WM. V. DOLPH, Montour Falls, New York.

**FOR SALE**—To the highest bidder, 300 electrotype plates, about *Ladies' Home Journal* size, 4 columns. Serial and short stories by best authors, household, cookery, garden, puzzles, juvenile—everything needed for a family or woman's paper. Must be sold at once, as owner is leaving the country. Address "CASH," care Printers' Ink.

**EVERY** issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING INSTRUCTION.

**L**EARN to write advertisements. We teach you this modern, fascinating and money-making business by mail, practically, successfully. Highly indorsed. Good demand, big prospects. Send for free prospectus. PAGE-DAVIS CO., Suite 2, Medinah Temple, Chicago.

ADVERTISING MEDIA.

- T**HE EVENING POST, Charleston, S. C.  
**T**HE EVENING POST, Charleston, S. C.  
**T**HE EVENING POST, Charleston, S. C.  
**T**HE EVENING POST, Charleston, S. C.  
**T**HE EVENING POST, Charleston, S. C.  
**T**HE EVENING POST, Charleston, S. C.  
**T**HE best advertising medium in Charleston, S. C., is **THE EVENING POST**.  
**T**HE EVENING POST, of Charleston, S. C., claims the largest local circulation.  
**T**HE official journal for all city advertising of Charleston, S. C., is **THE EVENING POST**.  
**40** WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.  
**A** DVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.  
**R**EACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

**A**NY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**T**HE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in **THE EVENING POST**.

**A** WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of **THE EVENING POST**, of Charleston, S. C.

**P**ACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,003 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

**T**HE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

**A**BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. HOWELL ADVERTISING AGENCY**, 10 Spruce St., New York.

**T**HE HOME MAGAZINE, OF NEW YORK, is in its fourteenth volume, having been started as the *Commercial Travelers' Home Magazine*. Two years ago the name was changed to the *HOME MAGAZINE*, and the office removed to New York City. Since then the energies of the *MAGAZINE* have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation of the May issue was 75,000 copies, actually, of which over 40,000 are regular subscribers and the balance news stand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$20 per page or 40 cents per agate line.  
 We want your business because our circulation will bring you results.  
 Send for copy and you'll be greatly pleased with it. **THE HOME MAGAZINE**, 93-99 Nassau St., N. Y. City.

NEWSPAPERS FOR SALE.

**N**EW JERSEY daily for \$15,000. E. P. HARRIS, 150 Nassau St., New York.

**N**ORTH CAROLINA Democratic daily in city of 10,000. Good plant and field. At present paying \$200 per month above expenses. Price, \$3,500. Half interest also can be bought by good editorial man. E. P. HARRIS, 150 Nassau St., New York.

**G**OOD chance in Maine. Only paper in town of 5,000, with no competition within 50 miles. Thriving section; sure to be large manufacturing town. Gross business, \$8,000. Plant inventory, \$5,000. \$3,860 for control; large circulation. Business shows increase of 20 per cent, profits 40 per cent over last year. E. P. HARRIS, 150 Nassau St., New York.

ADVERTISEMENT CONSTRUCTORS.

**E**DITH R. GERRY, 111 Nassau St. Ads. Booklets. Pictures.

**A**D A DAY \$10 a month. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

**S**PACE savers, business pullers. 3 ads \$1 is my price. W. B. FOWELL, care Sun, N. Y.

**I**LL write 3 good ads, any size, for 25c. Send data. GREENE THE ADMAN, Oil City, Pa.

**A**DS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

**J**ED SCARBORO, writer of forceful advertising. Request estimates, 20 Morton St., Bklyn.

**S**NYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

**T**HE mail-order business is my specialty. Sample letter advice, with booklet, 15c. BLENNEHASSETT JONES, Puritan Book Co., Buffalo.

**A**N attractive cut makes the small ad stick right out from the page. I sell this kind at 16 cents each. Write me about them. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

**S**UCCESSFUL advertising is telling as many people as you can afford to reach, what you have for sale. Tell it in a way that will interest them at once. Write me about your business—I will make your advertising profitable for a trifle. J. T. ALLINSON, Yardville, N. J.

**M**ELVILLE E. TRUX, expert book, booklet and advertisement writer, illustrator and art printer; 25 years' experience. Productions never duplicated for competitors. Facilities practically unlimited. High-class work only. P. O. Box 1244, Hartford, Ct.

**B**OOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of **PRINTERS' INK**. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

**I**SELL syndicate cuts for retail ads at 15c. each. I sell 52 ads and 52 cuts for \$18.

I prepare these ads and cuts for every important branch of business.

I give the merchant the privilege of selecting what he pays for.

I send 200 bright, crisp, business-pulling ads from which to choose.

If he does his own choosing he is bound to be satisfied.

There are 2,500 satisfied merchants using my service.

I send proofs of 200 cuts of new and attractive design.

The merchant orders from these proofs and pays for just what he orders.

I do not keep these cuts in stock. I have not a lot of old ones on hand that I want to work off. Every order I receive is turned over to my electrotypist, who makes them up new.

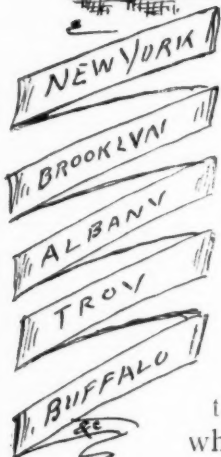
I have not told you all there is to tell about this service.

Write me just a postal.  
 CHARLES AUSTIN BATES,  
 Vanderbilt Building,  
 New York.

The Man  
Behind  
The Gun



With trained  
Will score more  
Trained Experience  
as valuable in S  
as in w



IF IT P  
IT WILL

Then why don't you? Poss  
up trade-bringing cards. T  
satisfied you ought to do m  
how to do it is often the most

The best evidence of su  
is to watch what the other  
are not using our car spaces  
business, and they get it. Y  
service. We place the cards  
the largest concern in the wor  
time to Street Car Advertising e  
whom to see if you want the right tr

GEO. KISSAM & CO., 2

Written by Byron W. Orr, New York City.



*Un<sup>ed</sup> Experienced Services  
 more hits than one who is not.  
 Experienced Services are  
 in Street Car Advertising  
 as in warfare.*

**IF IT PAYS OTHERS  
 WILL PAY YOU.**

? Possibly you are not experienced in getting cards. That's a part of our business. You feel to do more business; that's your business, but the most perplexing problem.

Success obtained by street car advertising the other fellow is doing. Persistent advertisers car spaces just for the fun of it. They are after get it. You can get it, too, if you will use our cards in as many cars as you desire; being in the world in our line, and devoting our entire advertising exclusively, you will readily appreciate the right treatment.

---

**& CO., 253 Broadway, New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page: special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.  
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, JULY 18, 1900.

*Newspaper Ink*, a journal devoted to advertising, published at Dallas, Texas, is fond of publishing in its columns without credit paragraphs from PRINTERS' INK. Evidently there is a scarcity of original advertising opinions in Dallas.

PRINTERS' INK will shortly award a Fifth Sugar Bowl to that weekly paper which, all things considered, is believed to give an advertiser a better service in proportion to the price charged than may be had from any other weekly issued in the United States. Publications that deem their merits in this direction to be such as to make them eligible to win the Fifth Sugar Bowl are invited to set forth the facts for publication in PRINTERS' INK.

SAN FRANCISCO is to have an ordinance prohibiting signs outside of street cars, the appearance on the streets carrying banners, boards or placards, or in unusual costumes or playing musical instruments, the stenciling, painting or pasting of advertising matter on streets, gutterways or sidewalks or on any construction placed upon the street, and the distribution of handbills or dodgers. Violation to be a misdemeanor, punishable upon conviction by imprisonment for six months, or by a fine not exceeding five hundred dollars, or both.

THE *Boston Post* invites attention to an assertion that "the *Daily Post* sells every morning more copies than the *Globe* and *Herald* combined."

RAILROAD ticket agents at Galveston, Dallas, San Antonio and New Orleans have organized an association having for its object the distribution of railroad advertising matter in cases at hotels, stations, public buildings, etc. The name of the concern is to be the Naumann - Hightower - Morrow-Miller Railway, Steamship, Hotel, Etc., Advertising and Distributing Company, Limited. Shakespeare asked: "What's in a name?" Had he seen this one he might have added that there is sometimes more in it than a person finds convenient to remember.

THE *Acker und Gartenbau Zeitung*, a well-known agricultural weekly of Milwaukee, prints a booklet which gives the reader the impression that the publication in question is an excellent one for advertisers. It is a pity, however, that detailed facts concerning circulation are not forthcoming. In the present brochure it is stated that since last winter the circulation has exceeded the 60,000 mark, necessitating the purchase of a \$13,000 electrotype rotary web press; in the American Newspaper Directory the output is estimated as exceeding 20,000 copies per issue.

THE *National Printer-Journalist* (Chicago) for July contains an extended report of the meeting of the National Association of Managers of Newspaper Circulation. Nothing of particular interest to advertisers was discussed. Methods to prevent the reselling or the return of papers that had once been sold, the entire elimination of the return privilege, the loading of trains during the period when the amount carried was weighed for the quarterly adjustment of rates and other subjects of more or less journalistic interest came up for comment. Circulation was not discussed from the advertisers' point of view.

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THE Fred Macey Company, of Detroit, believing that a number of small advertisers could be interested in keeping records with cards, if supplied at a nominal price, with a small card cabinet to handle and experiment with, have produced a dainty miniature one, which is sold to the public prepaid at \$1.25, "as an advertisement." It contains 400 cards, of highest grade, one set monthly guide cards, one set daily guide cards and one set alphabet guide cards, in a fine wooden desk-drawer box with a rod through its center upon which runs a block of wood to push against the cards to keep them upright when tray is only partially filled. The manufacturers say there is no profit—only advertisement and hope of future more profitable sales—at the present price.

IN its issue of June 20th PRINTERS' INK republished from a journal issued at Pathfinder, D. C., an article entitled "The Untold Side of Advertising," wherein it was contended that although there may be a few monumental advertising successes, the majority of advertisers make a failure of it, and that of those who advertised ten years ago, not a dozen may be found to-day. These assertions have attracted the attention of Mr. Artemas Ward, who has disproved them in detail in the current issue of *Fame*. Mr. Ward took the *Century Magazine* of May, 1891, and discovered that of the three hundred and eighty-three advertisers using space therein two hundred and seventy-six, or approximately seventy-five per cent, are still in business to-day. Of the one hundred and seven which he found himself unable to trace, probably an appreciable number still exist under different names or as parts of other concerns. Ten pages of the July *Fame* are devoted to names and details—and they are ten pages of decidedly valuable information.

THE only advertising rule that is applicable to all cases is, use your own common sense and judgment.—*Advisor*.

THERE is no business concerning which it is impossible to present facts of interest to the public.

If every advertisement were put forth with a definite object in view there would be much less bad advertising. Under such conditions the announcement is far more likely than otherwise to go to the mark.

THE *Herold des Glaubens*, of St. Louis, Mo., of September 26, will be the closing number of the fiftieth volume. It is intended to make it a grand golden jubilee number of 100 pages. In more than thirty articles—written for this issue by a number of the best Catholic German writers—it will review the development of the Louisiana purchase and will attempt to demonstrate what portion of this development is due to the Catholic Germans. Fine half-tone pictures of men of importance, of buildings, etc., and a handsome oleograph, 20x24, of Pope Leo XIII. will be special features. For this issue the publishers guarantee a circulation of at least 40,000 copies. The rate for advertising will be 10 cents per agate line, \$50 per half page, \$100 per page, \$200 for last page in colors.

#### THE PLACE FOR INFORMATION.

Office of  
SAVANNAH WOODENWARE CO.  
SAVANNAH, Ga., July 4, 1900.

Editor of PRINTERS' INK:

Will you kindly give us names of trade papers devoted to the manufacture of paper, crockery, glassware, leather and woodenware? Your attention will be appreciated. Yours truly,

SAVANNAH WOODENWARE CO.

Concerns desiring extended lists of names of journals in certain trades should secure a copy of the American Newspaper Directory, published by Geo. P. Rowell & Co., 10 Spruce street, New York, at \$5 a copy. Here the publications will be found grouped under place of publication and name of trade, information given as to circulation, date of issue, size of page, number of pages, etc. No person can do the best advertising without using this book.—[Ed. PRINTERS' INK.]

## ACCURACY AIMED AT.

CORNING, Iowa, June 28, 1900.

*Editor American Newspaper Directory:*

I inclose a statement showing the circulation of the *Union-Republican* for the year 1899. It is a little under the actual figures, as in some of the weeks the number had to be approximated, and I did not place it too high. The actual average exceeded 2,150.

I do not think you are fair in your methods of giving circulation of papers that fail to make this detailed report. It is to be presumed that your object in issuing the Directory is to give as accurately as possible the actual circulation of the papers. You have absolutely failed in the case of my paper and have given it only about half what it is entitled to. From your standpoint I suppose you think I have no just cause for complaint, since I failed to make a report, but if this is your position you entirely lost sight of the main consideration, which is accuracy. It looks too much like punishing the papers that do not make the reports, and while this is all right from one point of view, it seems to me that you ought to be accurate as far as possible, even when your requirements are not complied with.

Please send me a number of blank reports in order that I may be prepared in the future. Yours truly,

P. S. JUNKIN,

Pub. *Adams Co. Union-Republican.*

The editor of the Directory, commenting on Mr. Junkin's criticism, says: "Were I to continue to print old circulation figures when new ones fail to come I should get fewer circulation reports than I do now from papers whose issues are less than they once were. By the letter printed above I am impressed that Mr. Junkin wishes me to imbibe the idea that his issue has been constantly growing since he made his last report for 1896, when he claimed an average issue of 1,340 copies. Judging his case by my large experience I would bet a big apple that during the years 1897, 1898 and 1899 my report of 'exceeding a thousand' is nearer the exact fact than the impression he appears to me to wish to convey in his letter."

## THE BEST DESIGN.

The best advertising design is the one that tells a pertinent story in an attractive manner.—*Profitable Advertising.*

THE man who states his business facts the most clearly, who makes them easy to understand, will be the one who will be read and looked for in the street.—*Shoe and Leather Facts.*

## LANGUAGE AND SLANGUAGE.

"Why be so particular?" exclaims a storekeeper. "Yes. Granted that those words in my advertisement are slang, vulgarisms, anything you will, everybody understands very well what I mean." Short-sighted, unreflecting man. Suppose that you were in the presence of a person on whom you desired to create the best impression. Would you speak with care and eschew coarse and common terms, or would you blurt out your thoughts in uncouth form, trusting that the hearer would overlook grammatical enormities and rhetorical shortcomings if you but made your meaning clear? An advertiser bears the same relation to the public that an applicant for favor bears to him whose favor he asks. The advertiser wishes to create the best impression on the newspaper reader, for that is his principal means of introducing himself and his goods. First impressions proverbially count, and if the reader is a man of ordinary education, "slanguage" as distinguished from language will grate on him, and will assuredly redound to the disadvantage of the slipshod advertiser. It is not necessary to soar to dizzy heights of word painting in order to create a favorable impression, but it is altogether advisable for merchants to use correct and dignified English.—*Clothiers' and Haberdashers' Weekly.*

## THE EFFECT OF NOVELTY.

It is a well-known fact that a stranger can go into a new town and create more interest in himself and business in a given length of time than an old, well-known and respected citizen. The tendency seems to be to take up with strangers, partly, no doubt, on account of the novelty of the thing. The old-established business house once started down hill finds it much harder to put in paying business than a new business.—*Trade Register.*



A CURIOSITY.

## TWO ILLUSTRATIVE CASES.

The editor of the American Newspaper Directory now and then hears from a paper that desires to have a correct circulation rating in the Directory, and imagines it difficult to secure. Here is a case in point:

Office of  
NATIONAL CASH REGISTER CO.  
Advertising and Editorial Departments.  
DAYTON, Ohio, June 29, 1900.

Editor American Newspaper Directory:

I have just been talking with my friend, Mr. James M. Cox, manager of the *Daily News* here, and he informs me about what seems to me a very interesting newspaper situation regarding the *Daily News*.

It seems that some years ago his predecessor justified the exclamation of the Psalmist, which is kept at the head of the circulation statements in **PRINTERS' INK**, and Mr. Cox believes that the present high circulation of the *News* is likely to suffer in the estimation of the American Newspaper Directory because of that dreadful past.

Mr. Cox assures me that during the last six months, he has been making detailed statements of the circulation of the *News*, which during that time has been steadily and rapidly increasing, but as you require for the Directory a twelve months' statement, which he believes would not do justice to the present state of affairs, he feels somewhat in a predicament as to how to get the rating which his circulation justifies.

I proposed that he write a letter stating just these facts, and I told him I believed you would put it in **PRINTERS' INK**.

Mr. Cox will inclose his statement in this letter, and I know him personally to be a thoroughly truthful man, it would gratify me to have him get any benefit which he can from this statement.

I have observed the newspaper situation here, and I am free to say that the *News* seems to me supreme in the field. Yours truly,

WOLSTAN DIXEY.

DAYTON, Ohio, June 30, 1900.

Editor American Newspaper Directory:

I shall be obliged for your consideration of a matter which gives us quite a bit of concern. As we recognize the standing and prestige of the American Newspaper Directory, rendered so by the earnest endeavor exerted to secure absolutely truthful statements of circulation, we are anxious that the *Daily News* secure if possible in your September edition credit for what we actually have, no more, no less.

When the present management purchased the *Evening News* and converted it into the *Daily News*, the circulation did not justify claims previously made. Such being the case, we made no statement, because such would have indicated a marked decline in circulation, which was not the case.

Beginning Jan. 1, 1900, we have compelled a detailed statement from the circulation department, and the management has taken the pains to see that it is verified and based absolutely on fact, as can be proven by bills of lading from the paper mill, the amount of cash turned into the cashier, run of the press and pressman's daily statement of paper consumed, and the circulation books.

Our circulation is constantly getting larger, and the increase following the first of September we know will be very material, inasmuch at that time we will have a three-deck straight line press. We are running now to the full capacity of our press, and our circulation department advises that with a quicker delivery we will make a gain of at least 1,500 in the city of Dayton alone, to say nothing of the advantage which will be derived from earlier delivery to the many outside towns that are touched by the numerous traction lines which run out of the city of Dayton. Yours truly,

THE DAYTON DAILY NEWS,  
JAMES M. COX, President.

Mr. Cox incloses a statement of the actual issues of the *Daily News* for the months of January, February, March, April and May, showing an average output of 16,512 copies. On turning to the Directory for June, 1900, the paper is found described as follows:

**EVENING NEWS**, every evening except Sunday, and **WEEKLY**, Thursdays; Independent; daily eight, weekly and Saturday sixteen pages 15x22; subscription—daily \$3, weekly \$1; established—daily 1895, weekly 1898; News Publishing Company, editors and publishers.

**Circulation**—Daily: In 1898, publisher asserts, not less than 7,625. In 1896, **F**. In 1897, **Y**. In 1898, **G**. In 1899, **G**.

**Weekly**: "281"

By this it would appear that the alleged lying circulation reports furnished from the office of the *Evening News* in times past were not sufficiently definite to impress the Directory editor, who accords the *News* an average issue for 1898 and 1899 of exceeding 4,000 copies; a figure that, probably, neither Mr. Cox nor Mr. Dixey would pronounce too high. It is well understood by users of the Directory that its circulation ratings do not represent the issue of a particular paper on the particular day that the book is referred to, but the average issue for a full year preceding by some weeks or months the date of publication of the Directory. Papers like the *Daily News* and Mr. Curtis' *Saturday Evening Post*, of Philadelphia, having rapidly growing issues,

often refrain from exhibiting their actual average for a full year, because the average so shown will be less than the actual average at the time the report is signed, and (they believe) very much less than the average for the year to come. When on this account men like Mr. Cox and Mr. Curtis withhold the yearly statement this failure often compels the editor of the Directory to repeat an old circulation rating that he is convinced may be too low. His experience has taught him that when a newspaper man knows just what sort of a report is needed to secure a correct rating, and will not make such a report because the correct rating based on it will still fail to be high enough to satisfy him, it is safer to repeat the old rating than run the risk of being misled by the optimistic views of the hopeful newspaper man.

What Mr. Cox ought to do to bring his paper properly before the users of the Directory would be to (1) make and send in his report for a full year, showing, perhaps, an average issue of from 10,000 to 12,000 copies; then (2) avail himself of the privilege of inserting on his own responsibility about as follows:

*Publisher's Announcement:* The above circulation report is correct for the year preceding June 1, 1900, but from January 1st to May 3rd the average issue was 16,512 copies daily, and in June, July and August was 1,500 copies more.

To insert such an announcement in the Directory costs the newspaper man \$3. or 50 cents a line. It tells on the newspaper man's responsibility what the Directory rules prohibit the Directory editor from telling at all. It carries conviction to the advertiser, and aids the Directory by patronage and indorsement.

\* \* \*

In connection with the above the following letter becomes of interest:

CLINTON, IOWA, June 29, 1900.  
*Editor of PRINTERS' INK:*

Referring to a circular from the American Newspaper Directory asking statement for its fall issue: For twenty years I have been puzzling my brains over the problem of how I could convince foreign advertisers that my circulation is exactly as stated, and how

I can successfully compete with the circulation liar.

In competing for advertising in the foreign field the man who troubles us is not only the local liar (if there be one), but one 100 or 1,000 miles away does us as much or more harm than the one on the next street, for the advertiser springs his contract with the far away paper to call us down on our circulation statement and price. A paper with 1,000 circulation claims 3,000 and charges for the 1,000 that he actually has. The foreign advertiser says "here is a paper with 3,000 that only charges half as much as you do for 2,000," and declines to place his business with us because we will not meet the price. What are we going to do about it?

If he plays that card about the home papers, we lay before him a copy of both papers and ask his judgment as to which is likely to have the most circulation and which is worth the most money. That floors him. But with a paper published at a distance that cannot be done. We do not have the paper at hand and possibly if we had it would be as good as our own, or nearly so. Along these lines lays grief for the country publisher.

Rowell has a pretty good plan for getting at circulation, but the liar gets in his work on it just the same. A man who will lie under one set of circumstances will lie under another which will not open the doors of the pen to him.

What is needed is a better and nearer real check on the truth of statements that will not be so expensive as to be prohibitive in the case of papers with small circulations and incomes.

If Mr. Rowell would get over the idea that his system is perfect and put on his thinking cap he might evolve a system that would be as far ahead of his present one as it was ahead of all others ten or fifteen years ago.

The *National Advertiser* has a good idea and is bringing it prominently before advertising papers of a certain class who are willing to submit to the test, but there is no show for papers of less than 5,000 circulation.

I wonder if any one has concentrated wisdom enough to "meet the long felt want"? Yours truly,

J. K. GROOM,

Manager Clinton *Herald*.

When Mr. Groom is convinced that he is telling the absolute truth about his circulation he will be surprised to observe he has no trouble in convincing other people. The description of the Clinton *Herald* as given in the American Newspaper Directory is here reproduced:

**HERALD:** every evening except Sunday, and **TRI-WEEKLY,** Tuesdays, Thursdays and Saturdays; republican; eight pages 15x21; subscription—daily \$5.20, tri-weekly \$1.50; established—daily 1868, tri-weekly 1886; David Brant editor; J. K. Groom, manager; Clinton Herald Co., publishers. **Circulation—Daily:** In 1895, publisher asserts, not less than 1,223; in 1896, smallest 1,320. In 1897, 172. In 1898, 71. In 1899, 21. **Tri-Weekly:** In 1899, publisher asserts

not less than 1,950. In 1896 smallest 2,050; in 1897, 1,7. In 1898, 51. In 1899, 21.

Note the Z rating for 1897, the Y rating for 1898, the Z rating for 1899. Note also the meaning of these ratings as explained by the Directory key:

A Z rating indicates that a communication received, in answer to an application for revision or correction of the circulation rating accorded to it, failed to be a satisfactory circulation report because of some one of the following shortcomings: 1. It was not signed. 2. It was not dated. 3. It was not definite. 4. It was not given with sufficient attention to detail. 5. It did not specify the time supposed to be covered by the report. 6. It did not cover a period of sufficient duration. 7. It was signed with a land stamp. 8. It was signed by some person whose authority to sign was not explained or known. 9. It was signed by an initial or by initials only. 10. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give should it afterwards be proven untrue. Also to the further fact that although the attention of the publisher was directed to the insufficiency of the report and full information was furnished him just how the fault might be remedied, it had not been cured at the time the last revision was completed for the printer.

A Y rating signifies that no recent circulation statement has been furnished from the office of the paper, and a consequent probability that the last circulation rating accorded to it may be higher than a new statement would warrant.

The Directory editor says that it has been his experience that to the newspaper man who tells the truth about his issues (always has and always intends to), the circulation liar makes little trouble. The greatest complaint about the successful circulation liar comes from people who in their inmost hearts admire him and are filled with an ambitious longing to become one.

An examination of the two reports reproduced from the American Newspaper Directory printed above goes to show that the circulation liar generally slips up in his efforts to get false figures inserted in that book.

One other point of special value to Mr. Groom is the fact that a publisher who can compete with his neighbors need give himself little concern about what other publishers may do at points 100 or 1,000 miles distant. The advertising man who attempts to play that racket upon him has sized him up for a sucker.

Publicity, a London monthly devoted to advertising topics, in its April-May issue, thus comments on the American Newspaper Directory:

The American Newspaper Directory to hand from the publishers, Messrs. G. P. Rowell & Co., New York, is quite a different book to what we are used to in England, the principal feature distinguishing it being the great amount of attention paid to circulation. In the English publications of the same nature little or no real effort is made to decide this all important feature. As is almost weekly shown by the voluminous correspondence in *PRINTERS' INK*, published by the same firm, this is a very real bone of contention with publishers, the thin skinned, or "absent-minded" proprietors who do not comply with the requirements of the publishers.

#### NOT BORNE OUT BY THE FACTS.

The costliest advertising is what you get in a periodical of large circulation where your ad is buried among a thousand others.—*The Squid*.

THE way to stir up trade is to take some item that there is naturally a demand for and put a deep cut price on it. That will bring people to the store, and they'll buy other things.—*Bates*.

## Advertising Men Are Generally Mesmerized

Into a Lie, that Fashion Papers are not Read.

The actual sales through the American News Company, exceed an average of 55,000 copies a month.

## A Secret—

Have you ever thought of the many avenues through which a woman's attention is sought? WE CAN PROVE that a sale of 55,000 copies per month means several hundred thousand readers and that the substantial middle class women are the BEST purchasing power.

WE CAN PROVE a firm hold upon the minds and action of our readers, who are not a fluctuating kind, but a steady, regular class of subscribers.

WE CAN PROVE a thoroughly national circulation and this without chromes or gift enterprises. This is the only secret in connection with "TOILETTES" success; it is the oldest Fashion Magazine—it is exclusive, it is CLEAN, it is ably conducted by practical men and women. It takes little to try its usefulness for yourself.

Advertising rates, 50 cents per line. If yearly, a discount of 25 per cent.

We furnish ideas, illustrations and results.

**TOILETTES PUBLISHING CO., 170 Fifth Ave., N. Y.**



THIS illustration is intended to picture a method of advertising adopted by F. W. Kusman & Co., druggists, at Eighth avenue and One Hundred and Twenty-fifth street, New York. The signs hang upon the ceiling, each three feet long and half that distance wide, white in all parts save the disks, which are red. As you stand in

front, or better still, go to the back of the store, you note that on each sign appears the name of a proprietary medicine; coming front again it is seen that each contains a similar advertisement on the back. The swaying of the signs by the wind causes attention to be attracted to them. This medium certainly economizes space.

#### A CATTLEMAN'S ADVERTISING.

After an advertiser has secured a thorough up-to-date list of the buyers well established by continued use of the agricultural papers in drawing their attention to the wares of the seller, he could reach them by circulars, catalogues, etc., through this list, but even then it would be necessary for the holder of such a list to have some means whereby he could add to it from time to time the names of the new inquirers who are daily becoming interested and are sure to become the future buyers. Such a list of Hereford men I have kept for years, and it now includes 6,000 names. I advertise either my own stock or that of others in something like fifty agricultural papers almost constantly, and in this way constantly add new names to the list. Those who are on my list know that it is not necessary to write to me for catalogues or other literature, because they know they will receive this without such request. With such a list as I mention a breeder might get along very well for some time without advertising at all, for it is my experience that when a man becomes interested enough in pure-bred live stock to send a postal card or letter to the breeder requesting catalogues, prices, etc., then it takes at least three years of education before such inquirer becomes a buyer. I can warrant from past experience that there will not be a buyer

for Hereford cattle that will buy during the ensuing twelve months that has not been on this list for two years previous to the date of his purchase.—*T. F. B. Sotham (Chillicothe, Mo.), in Agricultural Advertising.*

#### WHEN ADVERTISING PAYS.

When there is a sufficient demand for the goods advertised.

When the advertisements are well written, short, yet descriptive, persuasive, yet without misrepresentation.

When the advertisements are inserted in papers read by the very class of people who are likely to become purchasers of these goods.

When the price paid for advertising space per 1,000 circulation is not too high, and when the advertiser does not allow himself to be imposed upon as to the circulation of the papers he is using.

When the advertiser deals honestly and treats his customers with politeness.

When no space is wasted in the advertisements and no money wasted by experiments with untried schemes.

When the money expended is concentrated and not scattered over a larger territory than can be thoroughly covered.

When the advertiser is financially able to "keep everlastingly at it" until his business becomes self-sustaining.—*The Imp.*



## HOW HE LOOKS AT IT.

I do not consider the space I buy in the newspaper my real advertisings. It is simply a method of sifting out of the 70,000,000 people in the United States those who are most likely to use my goods. I use the newspaper as a sifter. I do my real advertising by circulars, booklets and letters. Of course while I am doing this I am gaining valuable publicity for my business, but I cannot help thinking that that is the incidental effect. The real thing that I am after is the names of the people who will be interested in my real advertising matter. I cannot afford to send out 70,000,000 booklets and 70,000,000 letters to the 70,000,000 people in the country, not because booklets cost so much, but because they would be wasted on a vast majority of the 70,000,000. I must sift the possible customers from the impossible persons, and I know of no better method than by the use of the newspapers. For by the investment of a comparatively few dollars in newspaper space I compile a list of possible customers—not persons whom somebody else thinks might become customers of mine, but persons who say themselves, with their own hand and pen, that they are interested in my goods. That's what I advertise for: to get in touch with these people; and you may depend upon it that I am going to estimate a paper's value to me very largely by the number of inquiries it brings.—*The Imp.*

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

## CONNECTICUT.

ADVERTISERS desiring to cover New London and radius of 14 miles, need only use THE DAY. Guaranteed 4,700 daily circulation or no pay.

## GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

## ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail-order buyers. 150,000 at 60 per cent flat. W. S. CONKEY CO., Chicago, Illinois.

## MAINE.

ROYAL Baking Powder pays us same as Pinkham—Pinkham same as Royal Baking Powder. Other advertisers do the same. Isn't that the way to treat them—flat rate—all alike! Have cureys on two or three good ads not yet with us. We want 'em on same basis. COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

## CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

## RELIGIOUS.

## BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WANTED.—Case of bad health that RIPANS will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

BETTER  
THAN EVER.

Judicious, conscientious editing has made

Sports  
Afield.

(now in its 14th year) much the most popular magazine of its class in the country. In the Far West, the Northwest, the Pacific Coast and the Dominion of Canada it has a vast field practically all its own. No other outdoor magazine has so sure a hold on the interest of the whole family. If you think we are bragging, send us your address for a free sample copy. Judges of good reading take to it at once. Without exception, every advertiser in SPORTS AFIELD is reliable, honorable, high-grade. No fakes or "Cheap John" schemes are ever admitted into the great Sports Afield Family. Refer to any business house in Chicago, Omaha, Denver, Los Angeles, Seattle.

## Advertising Rates:

One inch, \$4; two inches and over, \$3 an inch. Page is standard magazine size.

SPORTS AFIELD,  
Suite 1400 Pontiac Bldg., Chicago, Ill.

## I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

WM. JOHNSTON,  
PRINTERS' INK PRESS,  
10 Spruce St., New York.

## Refuses to Pay!

An Eastern advertiser refuses to pay his bill to a certain magazine publisher until he has proof that the circulation is 500,000 as guaranteed by the advertising solicitor. That is right. He should know the naked facts. And that's what he'd get if he advertised in the Joliet, Ill., DAILY NEWS. It is a pleasure to open our books to any reputable person to prove up our circulation and business methods. Over 6,000 daily in families. No street sales.

## THE VIRGINIAN-PILOT

NORFOLK, VIRGINIA.


Has double the circulation of any other newspaper in its territory.  
It covers thoroughly Eastern Virginia and North Carolina.

## RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1, 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR  
ADVERTISING RATES.

225 DEARBORN ST., } CHICAGO.  
25 QUINCY ST., }



September

The month when every Sportsman is preparing for a trip after

**BIG GAME.**

Outfits are being overhauled and purchases made. Your ad in the September

**National Sportsman**

reaches these people.

Rates on application.

NEW ENGLAND SPORTSMAN PUB. CO.,  
15 Exchange St., Boston, Mass.

**About American Newspapers!**

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date will appear on Saturday, September 1st. This will be the third quarterly issue for the thirty-second year of the publication.

**PRICE FIVE DOLLARS.**

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

**QUEBEC, CANADA**

is the leading province of the Dominion. Montreal is not only the largest city in Canada, but the wealthiest and most prosperous. The population of both province and city are over two-thirds French.

**La Patrie**

goes into over 31,000 families in this territory—150,000 readers that cannot be reached through any other daily publication. No general advertiser can afford to overlook it.

**Weekly Le Cultivateur 28,000**

Rates are right. Write at any rate.

LA PATRIE PUBLISHING CO., 77-79-81 St. James St.

Evening papers are generally acknowledged to be the best mediums to thoroughly reach the homes of the public and influence their trade.

The great department stores, the most liberal users of space, are firm believers in the efficacy of evening newspaper advertising. General advertisers should profit by their experience.

The Scripps-McRae League of newspapers are all evening papers. No Sunday editions. The regular edition is eight

pages. Consequently, your advertising will be seen and read, not buried and lost in a superfluity of pages. There is no lost circulation.

The sworn daily average circulation of the Scripps-McRae League papers for the first five months of 1900:

<b><i>The Cincinnati Post,</i></b>	<b>133,288</b>
<b><i>The Cleveland Press,</i></b>	<b>93,096</b>
<b><i>The St. Louis Chronicle,</i></b>	<b>54,050</b>
<b><i>The Kansas City World,</i></b>	<b>24,348</b>
<b><i>The Kentucky Post,</i></b>	<b>12,828</b>

For rates and other information, address

F. J. CARLISLE, Advertising Manager,

**SCRIPPS-McRAE PRESS ASSOCIATION,**

53 Tribune Building,  
New York City.

116 Hartford Building,  
Chicago, Ill.



# Malicious Lies!

"Once there was a wise printer who said he never wasted time reading novels. Whenever he wanted strong, original fiction he read the sassy advertisements of the cheap jonson ink dealers."

The above paragraph is copied from "Ink Thinks," and the alleged advertising expert who wrote it knows in his heart that he was doubly lying, as no printer ever made that remark, and he has occasion to know that no false statements would be tolerated in my advertisements. He feels sore because he cannot milk my coffers, and the ink house for whom he wrote "Ink Thinks" pays him so well that truthfulness cuts no figure with him. He is noted for roasting advertisers who do not patronize him, and his fees are gauged by the size of the bank account of his clients. The ink house whose name is signed to this pamphlet have to rely on the brains of others to produce their literature, and the printers who buy from them are the ones who foot the bills of artists, alleged advertising experts and other hangers-on hired to roast legitimate competitors. Watch the fancy specimen sheets issued by the different ink houses, and you will notice that no prices appear on them. This is a dodge to fool printers. They will ask all kinds of prices, but if you are a shrewd buyer you can almost secure any discount you ask. This is not so in my case!

I made my prices in 1894, and have never varied from them. They appear in print, and every one is treated alike. It makes no difference whether you are rated AAA 1 (over a million), you cannot take the goods out of my place unless you plank down the cash in advance, and the advertising expert knows this, as he has had some experience with me.

Send for my price list. If my goods are not found as represented, return them and I will refund your money and pay all transportation charges. Address

**PRINTERS INK JONSON,**  
**13 Spruce Street, New York.**

## It's a Fact

That thousands of people  
ride in our cars daily.

## It's a Fact

That they read the adver-  
tisements.

## It's a Fact

That your ad would be read.

## It's a Fact

That we know all about the  
business of Street Car Ad-  
vertising.

## It's a Fact

That you can find out all  
about it by writing

**GEO. KISSAM & CO.**

**253 BROADWAY, NEW YORK.**

Written by Thomas Johnson, Little Rock, Ark.